

# INTERNATIONAL SEARCH REPORT

International application No.

PCT/CN2006/000351

## A. CLASSIFICATION OF SUBJECT MATTER

H04N7/16 (2006.01)i

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

H04N7/16 (2006.01)

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

CN H04N7/16 (2006.01)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

WPI; EPODOC; PAJ; CNPAT: advertisement, television, network, delivery, personality

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X A	CN1372765A(KONINK PHILIPS ELECTRONICS NV) 02.Oct.2002 (02.10.2002) Abstract, description page 2 line 18—page 3 line 4, figure 1, 4	1, 5 2-4, 6-10
X A	CN1741060A (BI, Yuqiang) 01.Mar.2006 (01.03.2006) Abstract, description page 4—page 5, figure 1, 2	1, 5 2-4, 6-10
X A	US20040172650A1 (BORSY L) 02.Sep.2004 (02.09.2004) Abstract, description page 1—page 2, figure 6	1, 5 2-4, 6-10
X A	US6002393A (ALISON T) 14.Dec.1999 (14.12.1999) Abstract, description column 1 line 55—column 6 line 35, figure 1, 2	1, 5 2-4, 6-10
A	CN1623153A (INTEL CORP) 01.Jun.2005 (01.06.2005) whole document	1-10
A	US6161142A (MUSICBOOTH LLC) 12.Dec.2000 (12.12.2000) whole document	1-10

☐ Further documents are listed in the continuation of Box C.

☒ See patent family annex.

\* Special categories of cited documents:

“A” document defining the general state of the art which is not considered to be of particular relevance

“E” earlier application or patent but published on or after the international filing date

“L” document which may throw doubts on priority claim (S) or which is cited to establish the publication date of another citation or other special reason (as specified)

“O” document referring to an oral disclosure, use, exhibition or other means

“P” document published prior to the international filing date but later than the priority date claimed

“T” later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

“X” document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

“Y” document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

“&” document member of the same patent family

Date of the actual completion of the international search  
15.Nov.2006 (15.11.2006)

Date of mailing of the international search report  
21 · DEC 2006 (21 · 12 · 2006)

Name and mailing address of the ISA/CN  
The State Intellectual Property Office, the P.R.China  
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100088  
Facsimile No. 86-10-62019451

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Telephone No. 86-10-62084648

CHEN, XI

**INTERNATIONAL SEARCH REPORT**  
Information patent family members

Search request No.

PCT/CN2006/000351

Patent Documents referred in the Report	Publication Date	Patent Family	Publication Date
CN1372765A	02.10.2002	US2001021994A1	13.09.2001
		AU4244101A	24.09.2001
		BRPI0105027A	13.02.2002
		EP1183867A1	06.03.2002
		WO0169926A1	20.09.2001
		KR20020000172A	04.01.2002
		JP2003527003T	09.09.2003
CN1741060A	01.03.2006	None	
US200401750A1	02.09.2004	None	
US6002393A	14.12.1999	None	
CN1623153A	01.06.2005	WO0184418A2	08.11.2001
		AU4984401A	12.11.2001
		EP1277147A1	22.01.2003
		TW514809 A	12.12.2002
		US6912504B1	28.06.2005
US6161142A	12.12.2000	EP0847156A2	10.06.1998
		US5931901A	03.08.1999
		US6038591A	14.03.2000
		CA2274190A1	10.12.2000
		CA2274190C	08.04.2003
		EP0847156B1	13.07.2005
		DE69733708E	18.08.2005

## 国际检索报告

国际申请号

PCT/CN2006/000351

## A. 主题的分类

H04N7/16 (2006.01)i

按照国际专利分类表(IPC)或者同时按照国家分类和 IPC 两种分类

## B. 检索领域

检索的最低限度文献(标明分类体系和分类号)

H04N7/16 (2006.01)

包含在检索领域中的除最低限度文献以外的检索文献

CN H04N7/16 (2006.01)

在国际检索时查阅的电子数据库(数据库的名称和, 如果实际可行的, 使用的检索词)

WPI; EPODOC; PAJ; CNPAT: 广告, 电视, 网络, 分发, 个性化, advertisement, television, network, delivery, personality

## C. 相关文件

类 型*	引用文件, 必要时, 指明相关段落	相关的权利要求
X	CN1372765A(皇家飞利浦电子有限公司) 02.10 月 2002 (02.10.2002)	1, 5
A	摘要, 说明书第 2 页第 18 行—第 3 页第 4 行, 附图 1, 4	2-4, 6-10
X	CN1741060A (毕玉强) 01.3 月 2006 (01.03.2006)	1, 5
A	摘要, 说明书第 4 页—第 5 页, 附图 1, 2	2-4, 6-10
X	US20040172650A1 (BORSY L) 02.9 月 2004 (02.09.2004)	1, 5
A	摘要, 说明书第 1 页-第 2 页, 附图 6	2-4, 6-10
X	US6002393A (ALISON T) 14.12 月 1999 (14.12.1999)	1, 5
A	摘要, 说明书第 1 栏第 55 行—第 6 栏第 35 行, 附图 1, 2	2-4, 6-10
A	CN1623153A (英特尔公司) 01.6 月 2005 (01.06.2005) 全文	1-10
A	US6161142A (MUSICBOOTH LLC) 12.12 月 2000 (12.12.2000) 全文	1-10

☐ 其余文件在 C 栏的续页中列出。☒ 见同族专利附件。

## \* 引用文件的专用类型:

“A” 明确叙述了被认为不是特别相关的一般现有技术的文件  
“E” 在国际申请日的当天或之后公布的在先的申请或专利  
“L” 可能引起对优先权要求的怀疑的文件, 为确定另一篇引用文件的公布日而引用的或者因其他特殊理由而引用的文件  
“O” 涉及口头公开、使用、展览或其他方式公开的文件  
“P” 公布日先于国际申请日但迟于所要求的优先权日的文件

“T” 在申请日或优先权日之后公布的在后文件, 它与申请不相抵触, 但是引用它是为了理解构成发明基础的理论或原理  
“X” 特别相关的文件, 仅仅考虑该文件, 权利要求所记载的发明就不能认为是新颖的或不能认为是有创造性  
“Y” 特别相关的文件, 当该文件与另一篇或者多篇该类文件结合并且这种结合对于本领域技术人员为显而易见时, 权利要求记载的发明不具有创造性  
“&” 同族专利成员的文件

国际检索实际完成的日期

15.11 月 2006 (15.11.2006)

国际检索报告邮寄日期

21.12月 2006 (21.12.2006)

国际检索单位名称和邮寄地址

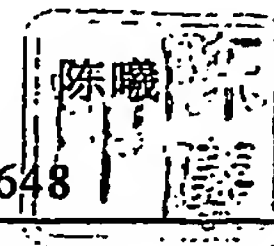
ISA/CN

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传真号: 86-10-62019451

受权官员

电话号码: 86-10-62084648



国际检索报告  
关于同族专利成员的情报

国际申请号  
PCT/CN2006/000351

检索报告中引用的 专利文件	公布日期	同族专利成员	公布日期
CN1372765A	02.10.2002	US2001021994A1	13.09.2001
		AU4244101A	24.09.2001
		BRPI0105027A	13.02.2002
		EP1183867 A1	06.03.2002
		WO0169926 A1	20.09.2001
		KR20020000172 A	04.01.2002
		JP2003527003T	09.09.2003
CN1741060A	01.03.2006	无	
US20040172650A1	02.09.2004	无	
US6002393A	14.12.1999	无	
CN1623153A	01.06.2005	WO0184418 A2	08.11.2001
		AU4984401 A	12.11.2001
		EP1277147A1	22.01.2003
		TW514809A	12.12.2002
		US6912504B1	28.06.2005
US6161142A	12.12.2000	EP0847156 A2	10.06.1998
		US5931901 A	03.08.1999
		US6038591A	14.03.2000
		CA2274190 A1	10.12.2000
		CA2274190 C	08.04.2003
		EP0847156B1	13.07.2005
		DE69733708E	18.08.2005